

ABSTRACT OF THE DISCLOSURE

Monitoring an audience member tuned to a broadcast program. A portable audience monitoring unit is adapted to be worn by the audience member, and it detects a signal corresponding to the broadcast program to which the audience member is tuned. The detected signal is stored in the audience monitoring unit, and then the detected signal stored in the audience monitoring unit is outputted. The outputted detected signal is communicated to a central processing station by a communication means for transmitting the outputted detected signal with Cellular Digital Packet Data (CDPD) technology. In another embodiment, the communication means utilizes a ReFLEX protocol.